



Establishing Strategic Relationships

An effective damage prevention education program establishes Strategic relationships.

Measuring Public Education Success

An effective damage prevention education program includes structured annual or biennial (every two years) measurement(s) to gauge the success of the overall program.



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Call, Design, Locate, and Dig Safely

**Public
Education
and
Awareness**

**UNDERGROUND FACILITIES
DAMAGE PREVENTION
BEST PRACTICES**

Public Education & Awareness

BEST PRACTICES

Whether you are a facility owner or operator, locator, design professional, one-call center employee, excavator, contractor, or other stakeholder, ensuring the safety of those who work or live in the vicinity of underground facilities and protecting vital services is everyone's responsibility.

The Common Ground Alliance is a nonprofit organization dedicated to shared responsibility in damage prevention. The purpose of the CGA is to ensure public safety, environmental protection, and integrity of services by promoting effective damage prevention best practices.

It is important that all stakeholders, including the public, be aware of underground facilities and how to avoid damage to those facilities. The best tool for increasing stakeholder awareness is through effective education and communication. This brochure provides a brief review of the best practices associated with effective Public Awareness and Education practices related to underground facilities. For more detailed information on all of the damage prevention best practices, please visit the Common Ground Alliance Web site at: www.commongroundalliance.com.



Use of Marketing Plan

An effective damage prevention education program includes a comprehensive, strategic marketing/advertising plan.

Target Audiences and Needs

An effective damage prevention education program includes identification of target audiences and their individual needs.

Use of Structured Education Programs

An effective damage prevention education program is structured to accommodate the needs of individual audiences.



Target Mailings

An effective damage prevention education program communicates vital damage prevention, safety, and emergency response information to target audiences through periodic mailings.

Use of Paid Advertising

An effective damage prevention education program includes paid advertising to increase damage prevention awareness and practices.

Use of Free Media

An effective damage prevention education program utilizes all available free media.

Use of Giveaways

An effective damage prevention education program uses promotional giveaway items to reach target audiences and increase damage prevention awareness.